

Final Report Format and Sample Report Template

The entire report should be single spaced with body text in 12 pt. type. Separate paragraphs and topic headings with one space; do not indent paragraphs. Beginning with the first narrative body page (p. 2), use an upper right justified header with a short version of the report title and page number. First level topic headings should be left justified in bold 14 pt. type. Use a consistent format for second order headings throughout the major sections of the report:

- **Title Page**
- **Table of Contents**
- **Executive Summary:** one page summary of report.
- **Narrative Body:** substance of the report organized by descriptive topic headings; no page breaks between first order headings.
- **Recommendations:** a one or two paragraph statement of your overall conclusions or recommendations which elaborates points listed in the executive summary.
- **Attachments:** secondary material such as data summaries, press releases, glossary of terms, financial charts or other material mentioned in the report but too detailed or complex to include in the body. Each attachment should start on a separate page with left justified heading giving the attachment number and title. Properly label, describe, and document attachment material. Reference attachments in the report by number in parenthesis (see Attachment 1).
- **References:** a list of all sources cited in the report. Alphabetize the list by author or title of the material / Web site. Use parenthesis to cite reference in narrative either by author or title. See "Citing Your Sources in APA Citation Style"

Proximity Research Report

Personal TV: The Reinvention of Television

Personal TV with Targeted Commercials Will Take the Waste out of TV Advertising

by David Graves

Fall 2009

Title Page

- proximity logo left justified at top
- main title in 16 pt. type
- descriptive subtitle in 12 pt type

Table of Contents

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Table of contents on single page with page numbers for:

- executive summary;
- all first order headings;
- recommendations;
- attachments;
- references.

Executive Summary

TV advertising has been suffering from media fragmentation and ad skipping. Under pressure from advertisers, traditional television networks finally team up with cable multiple system operators (MSOs) and telco services to build a modern ad-supported television delivery system called Personal TV. It will serve non-skippable, interactive targeted ads to the set-top box (STB) and insert them at runtime in both linear and video on demand (VOD) programs. Advertisers will use the system to send interactive ads just to their target consumers or to address a mass audience by inserting an ad at the same time in many different programs at a certain time of day. The benefit for viewers is a free VOD system. The full industry shift to Personal TV will take a decade, but given the impact of this system on media strategy and planning, Proximity clients should start today by joining one of the experiments.

Executive Summary on single page. Title in 14 pt. type. Brief summary of report including recommendations

Introduction: Media Fragmentation

Media fragmentation has significantly eroded broadcast TV ratings . . .

Flight from Ad-Supported TV

Viewers no longer tolerate irritating ads on TV

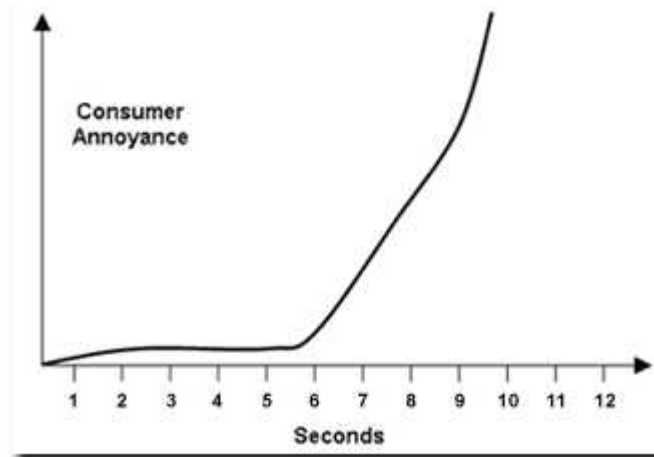


Figure 1. Consumer tolerance for ads

Source: ClickZ (<http://www.clickz.com/3623262>)

First narrative body page

- start running header with short title and page #.
- first order topic headings in 14 point type.
- begin with introduction which provides overview of problem.
- do not insert page breaks between first order topic headings.
- label and number figures consecutively through report; provide source for figure (10 pt type).

Three Phases of Personal TV

Under pressure from advertisers, traditional television networks finally team up with cable multiple system operators (MSOs) and telco services to build a modern ad-supported television delivery system called Personal TV. It will serve non-skippable, interactive targeted ads to the set-top box (STB) and insert them at runtime in both linear and video on demand (VOD) programs)

Top U.S. Online Video Properties * by Unique Viewers April 2009 Total U.S. - Home/Work/University Locations Source: comScore Video Metrix		
Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	151,652	110.7
Google Sites	107,877	63.3
Fox Interactive Media	58,849	8.7
Yahoo! Sites	45,447	7.8
Hulu	40,110	9.9
CBS Interactive	37,063	5.5
Viacom Digital	34,587	9.1
Turner Network	34,215	8.0
Microsoft Sites	31,970	9.0
AOL LLC	23,744	5.1
FACEBOOK.COM	13,325	3.3

Table 1. U.S. online videos by unique viewers

Source: Mashable (<http://mashable.com/2009/06/09/web-in-numbers-may/>)

Continue with body pages using first order headings from Table of Contents. Text under first order headings can be subdivided using second order headings and/or bullets.

Note that tables are numbered separately from figures. Also note that you should title a table or figure in your report even though the figure or table itself has a title. You should also indicate the actual source for any image of a figure or table even though the image may indicate the source of the data used in the figure or table

Recommendation

Although the full industry shift to Personal TV will take a decade, this report recommends that Proximity clients should start today by joining one of the experiments.

Start **Recommendations** (14 pt. type for title) on separate page; use bullet list to identify key recommendations.

Attachment 1: Ad Revenue Loss

Start each attachment on separate page. Provide title (14 pt. type) for attachment and source.

References

List references cited in text here in alphabetical order. Use APA style.